WHAT IS CLAIMED IS:

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1. A method of driving a plasma display panel comprising a plurality of mutually parallel first electrodes, and a plurality of second electrodes separated from and perpendicular to the first electrodes, the intersection points of neighboring pairs of the first electrode pairs and the second electrode pairs forming an unit display cell,

said method comprising the step of reversing the potentials between the electrodes at the time of write discharge carried out between the odd-numbered said first electrodes and even-numbered said first electrodes, and said second electrodes, to each other.

- 2. The method as set forth in claim 1, wherein at said odd-numbered (evennumbered) first electrodes, a scan pulse of negative polarity from the first base
 potential is applied sequentially, and then corresponding to said scan pulse of
 negative polarity, at said second electrodes, a data pulse of positive polarity from
 the second base potential is applied, and at said even-numbered (odd-numbered)
 first electrodes, a scan pulse of positive polarity from the third base potential is
 applied sequentially, and then corresponding to said scan pulse of positive polarity,
 at said second electrodes, a data pulse of negative polarity from the fourth base
 potential is applied to carry out the write discharges.
- 3. The method as set forth in claim 2, wherein at least one of the amplitude of said scan pulse of negative polarity and the amplitude of said scan pulse of positive polarity, and, the amplitude of said data pulse of positive polarity and the amplitude of said data pulse of negative polarity, are different.
 - 4. The method as set forth in claim 2, wherein the third base potential of said scan pulse of positive polarity is set at a higher potential than the first base

potential of said scan pulse of negative polarity, and said second base potential of said data pulse of positive polarity and the reach potential of said data pulse of negative polarity are made to be the same potential, and said fourth base potential of said data pulse of negative polarity and the reach potential of said data pulse of positive polarity are made to be the same potential.

- 5. The method as set forth in claim 2, wherein said first base potential of said scan pulse of negative polarity and said third base potential of said scan pulse of positive polarity are made to be at the same potential; and, said second base potential of said data pulse of positive polarity and said fourth base potential of said data pulse of negative polarity are made to be at the same potential.
- 6. The method as set forth in claim 2, wherein among the two first electrodes neighboring said first electrode onto which a scan pulse is applied, onto the first electrode that constitutes the display cells on the side where write discharge has not occurred, a write cancel pulse is applied at the time of write discharge.
- 7. The method as set forth in claim 1, wherein after the finish of write discharge in all said display cells, sustain discharges are carried out between said first electrodes neighboring all said display cells.
 - 8. The method as set forth in claim 1, wherein before said write discharge, a discharge period, in which the electrical charge conditions in all said display cells are reset, is set.

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9. The method as set forth in claim 8, wherein said discharge period, in which electrical charge conditions are reset, is a sustain elimination discharge that resets only the display cells that has sustain discharged in the previous sustain discharge period, or a priming discharge that causes discharges in all

display cells, or a combination of sustain elimination discharge and priming discharge.

- The method as set forth in claim 9, wherein said priming discharges are
 made to occur simultaneously in all display cells, and the rise, or, time of rise, of
 the pulse that causes the occurrence of priming discharges is below 10 V/μs.
- 11. The method as set forth in claim 1, wherein said second electrodes are set in an island form in every display cell, and said island-formed parts are positioned
 10 opposite the first electrodes that carry out the write discharges.